

Green ICT Consortium Inauguration Ceremony

Date: 26th November 2009 (Thursday)

Time: 17:00 ~ 19:00

Venue: Salon Rooms I-III, 5/F, Harbour Grand Hong Kong

Address: 23 Oil Street, North Point, Hong Kong

Speech by Dr. Elizabeth Quat

Initiator & Founding Chairman of the Steering Committee of the Green ICT Consortium

Co-Founder & Immediate Past President (00-06) of Internet Professional Association

Founder & President of Energy Saving Concern Alliance

Mr. So, Honoured Guests, Ladies and Gentlemen,

Good afternoon and welcome to the Inauguration Ceremony of the Green ICT Consortium founded by seven professional non-profit organizations that include:

- Internet Professional Association (iProA)
- Communications Association of Hong Kong (CAHK)
- Energy Saving Concern Alliance (ESCA)
- Hong Kong Software Industry Association (HMSiCA)
- Monte Jade Science and Technology Association Hong Kong (Monte Jade)
- Hong Kong Computer Society (HKCS), and
- Hong Kong Information Technology Joint Council (HKITJC)

With a vision to enhance a green sustainable environment in Hong Kong through more efficient and more competitive ICT industry practices, and to reduce carbon emission and pollution in the public and private sectors through the use of Green ICT, our missions are:

1. To improve operational efficiency of ICT enterprises;
2. To promote Green ICT among ICT industry and enterprises;
3. To create opportunities for the ICT industry; and
4. To enhance the overall and long-term competitiveness of Hong Kong in the global market through Green ICT.

We are honored to receive strong support and endorsement from the government. Mrs. Rita Lau, Secretary for Commerce and Economic Development and Mr. Edward Yau, Secretary for the Environment of the HKSAR Government have accepted our invitation to become the

Consortium's Joint Patron, and special thanks to Mr. Gregory So, Under Secretary for Commerce and Economic Development, for being our Honorary Advisor of the Consortium's Advisory Committee and our Officiating Guest of Honor today.

Green ICT is regarded as one of the effective strategies, not just for the ICT industry, but for virtually all business sectors to improve operational efficiencies in maintaining market competitiveness, locally and globally.

Apart from the economic benefits, embracing Green ICT practices in business operations can tackle climate change issues associated with greenhouse gas emissions. Also, it can play a vital part in helping to promote the low carbon economy in Hong Kong that the Chief Executive pledged in his 2008-09 Policy Address.

However, the Green ICT Survey the Consortium conducted with 303 companies earlier this year shows that Hong Kong is still in the development stage towards Green ICT, while the US and Canada market is far ahead of us.

We believe the Government, as the major users of ICT and a major influencer, shall take the leading role in adopting Green ICT and promoting an environmentally responsible and sustainable culture to our society.

We recommend the following strategies to be considered as starting points for the Government to explore opportunities for the implementation of Green ICT to meet the economical and environmental challenges:

- Include "Green ICT" in the Digital 21 Strategy;
- Implement policies and measures to encourage the use of Green ICT technologies and practices;
- Take the lead as a Green ICT User;
- Implement "Paperless Government" immediately;
- Deploy Government-wide Green ICT audit to identify opportunities for reducing greenhouse gas emissions;

- Allocate specific budget out of the Innovation and Technology Fund and the Environment and Conservation Fund to support Green ICT technology promotion, and research and development;
- Facilitate joint efforts between the Mainland and Hong Kong's ICT industries in Green ICT research and development;
- Establish mechanism to channel locally developed Green ICT solutions or technologies to potential mainland and global users;
- Establish mechanism to recognize or certify ICT products or services that achieve prescribed green standards;
- Offer funding or subsidies for SMEs to conducting Green ICT audit to identify opportunities for cost savings and reduction in greenhouse gas emissions;
- Provide funding, subsidies or loans for SMEs to upgrade their systems to Green ICT alternatives;
- Strengthen Green ICT contents in local ICT education to meet the need of the future; and
- Encourage the development of professional training programmes and offer recognized qualifications to Green ICT professionals.

The Green ICT Consortium is planning to launch a series of programmes to promote Green ICT in Hong Kong including but not limited to: Awareness Promotion Activities; Solution Focus Workshops; Pilot Studies on Green ICT Audit Standard; Promotion of Green ICT Best Practices; and Technical Training for ICT Professionals.

Please allow me to express my heartfelt thanks to our sponsors and speakers for their support, and to all the leaders of the founding organizations, and members of the Advisory, Steering and Executive Committee for their commitment and effort in founding the Consortium and organizing today's event. Special thanks to the Founding Chairman of the Advisory Committee,

Chairman of Communications Association of Hong Kong, Dr. Hubert Chan, and Founding Chairman of the Executive Committee, Council member of Internet Professional Association Mr. Gabriel Leung, for their leadership and commitment.

Ladies and Gentlemen, climate change is a concerned and global issue that affects the existence of mankind. There is no doubt that ICT can contribute to the reduction of greenhouse gas emission. And our initiative in founding the Green ICT Consortium is just a small step taken to tackle the larger problem. Green ICT adoption in Hong Kong will not be successful without your participation and support. We need your hands, idea, and heart in helping us. Thank you for joining us today and we look forward to working closely with you in building a more sustainable Hong Kong and a better place for our next generation.

Together, we can Use ICT to Green and Add Green to ICT.

Thank you very much!

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